Florence-Darlington Stormwater Consortium
Minutes

November 15, 2012
10:00 a.m.
Clemson University Cooperative Extension
2685 S. Irby St., Suite K
Florence, SC

This meeting was held at the Florence County location of the offices of the Clemson University Cooperative Extension, 2685 S. Irby Street, Suite K in Florence, SC on Thursday, November 15, 2012. Terasa Young opened the meeting about 10:15 a.m. Present were Dan Hill (Kalmia Gardens), Benjie Smith (Florence County), Tripp Ward (Florence County), Jerry Dudley (City of Florence), Doug Reimold (Darlington County), Julie Ritz (Darlington County), and Terasa Young (Carolina Clear/Clemson Extension). Katie Giacalone (Carolina Clear/Clemson Extension) arrived approximately 10:40 a.m.

Terasa gave a highlight of activities in the last few months. Carolina Clear has represented the Consortium in Florence and Florence County well, and representatives have been busy at the Fall Festivals.

At the River Jamboree (f/k/a Fall Frenzy), the Bandana Pet Waste campaign was not well received, as most people did not want to sign the Pledge. There was interest, yet no commitment.

National Planting Day was the first national effort to celebrate the value of native plants. It was a Keep America Beautiful initiative, along with their partners and affiliates. Terasa worked with Jerry from the City of Florence and Keep Florence Beautiful (KFB) to promote volunteer planting to do some things at the rain garden at Timrod. There were only a few people present to volunteer, but there was much accomplished with that group.

North Hartsville Elementary is the first school in the area to get involved with Rain Water Harvesting. Alma (Clemson Extension) worked with the 4-H Butterfly Club to beautify a green space that had fallen into an overgrown state. The Butterfly Club is redefining this space with butterfly host plants and nectar sources and wanted to incorporate rainwater harvesting as a source of water to care for plants. Dan Hill went with Terasa to install the rain barrel system. The next day, Terasa went back and did an Enviroscape demonstration.

The Second Annual Howl-o-ween was a benefit for the Florence Area Humane Society at Timrod Park. The response for the Bandana Pet Waste Campaign was much better, more people signed the pledge. However, Terasa felt that it may have been because the people at this event were there for their pets.

The Magic City Cleanup was a downtown Florence cleanup effort, which is a KFB effort. The idea was to have the cleanup before the Pecan Festival and to get the Florence Downtown Merchants on board. Unfortunately, it was the weekend of the big storm scare, so there was not a good turnout. The volunteers collected about 14-20 bags of trash.
The Consortium had a table at the Pecan Festival. Thanks to the City of Florence for pitching in and staffing the table. They gave out quite a few bandanas and collected some signatures for commitments. There were estimates that 50,000 people went to this festival. Terasa intends to follow up with every (legible) email address on the commitment spreadsheet. In the email, she will encourage people to send pictures of their pets wearing the bandana and she will put them on the FDSC website.

Two new PSAs are airing on Miller Communications stations (Florence, Sumter, and dual market stations). They are also on the FDSC website. Terasa indicated she plants to record new PSAs in the Spring. At least one will focus on landscaping practices such as proper fertilizer use.

Dan stated that there will be another Butterfly Garden at Carolina Elementary in Hartsville which also plans to harvest rainwater. Dan stated the school will revamp the downspout before the installation, negating the need for cutting off the downspout. He asked Terasa to follow up with the school about the size of the plastic stuff (since it was the wrong size) Terasa had bought for the last one, as their maintenance/janitorial staff will be taking care of the logistics. Doug stated that the City of Hartsville had added a detention pond behind the High School, installed with funds from their stormwater fee, hopefully to help alleviate the flooding problem behind the school. Terasa stated that this project was another example of Alma being involved in the school system. Terasa stated that Moore Intermediate in Florence wanted to do this same project last year, but could not obtain permission to alter the downspouts. Terasa stated that the personal touch or personal relationship often is the key to make inroads into the school system, as in the cases of North Hartsville & West Carolina Elementary Schools in Hartsville. It was suggested that the elementary schools in Darlington, Lamar, and Society Hill be approached with this same project. Dan stated he had met the principal of the Society Hill School, and she possibly would be a favorable contact.

Planning

The storm drain marking opportunities are becoming more popular. Deerfield off 3rd Loop in the City of Florence, Vulcraft, Coker College, and Kalmia Place have participated. There is a slide on the Government Access channel seeking volunteers. Terasa feels that the slide presentation is not gathering interest. However, a volunteer called from Darlington wanting to get involved with storm drain marking. Terasa contacted Doug, and he mentioned the High Gate Subdivision, which straddles the Florence-Darlington County line. Terasa contacted Kendall Hiller, and he was receptive to the idea. Jerry suggested that the volunteer and Donnie could go out together. Jerry also suggested recruiting people from the Maple Park area at their HOA meeting that evening. Jerry stated they had responded to a call from the College Park area, and that several of the residents of the area were asking questions. Those homeowners/residents might be recruited, as well. Someone suggested downtown Florence could be marked if it is not already. Jerry stated some of it is marked and some not.
Terasa stated that the City of Florence had an after-school program. She suggested that they might be good candidates for volunteers for the storm drain marking projects, linking them with other recognition days (Earth Day, National Water Day, etc).

(Katie Giacalone arrived approximately 10:40.) Terasa shared websites that Katie had shared with her of other storm drain marking projects, where volunteers painted murals on the streets at the sites of the storm drains). She suggested a project like those that would involve City youth and that chalk could be used instead of something permanent on a trial basis. Jerry stated he did a presentation, and showed where some people had drawn rabbits, little people, and other things, and the areas were in South America and the projects were done in paint. Terasa suggested the Art Trail (local artists) could get involved. She asked if there was the opportunity for a better response to link this project with a larger event. Katie suggested that a safe intersection with a lot of foot traffic would be an ideal spot, because people would actually be able to see it versus driving by in a car. The Rain Garden with the permeable pavement that was put in last summer on Dargan Street was suggested. Terasa thought that was a good area, with the changes happening to that area. There is a new museum being built right across the street from it, and the “art” would fit right in. Terasa asked if the City would need to give its blessing. Jerry responded affirmatively, and thought that Downtown Development might be a little reluctant. Katie thought it would be a good media draw. Benjie suggested aiming for the Pecan Festival. He thought that it would be a good opportunity to see how it goes over. If it is successful, there could be a possibility of it being permanent. Jerry thought it was a good idea to involve the Art Commission and let them guide the youth.

Katie showed some of the storm drain art. Jerry thought that the project was do-able. Everyone concurred that the project would be a good venture and a way to draw public involvement and media attention.

Someone asked if there were any festivals in Darlington or Hartsville. Julie reported that the Sweet Potato Festival in Darlington is in October. Dan reported that the Hartsville Christmas Parade is the first Saturday in December. Hart House, Hart Cottage, etc. have an Open House December 2\textsuperscript{nd}. He reported that the Community Market on that first Saturday in December, as well. Julie reported that Marketplace on Darlington Square runs from March through November (minus October because of the Sweet Potato Festival) on the third Saturday of each month. She stated she thought Good Living Marketplace in Hartsville was on the first Saturday of each month, and Dan confirmed that.

Terasa stated it would be nice to do something in Darlington, as Hartsville has had some exposure. Dan stated that there are other volunteers who are ready to mark storm drains in Hartsville. Terasa stated that people go to both, and it would be a good opportunity for the Consortium to take advantage. Julie gave Terasa the contact information of David Vaughan, Darlington City Administration, 398.4000 for the Marketplace on the Square. Terasa thought it might be a good link to plan it in conjunction with Earth Day in April. Dan reported that April 20\textsuperscript{th} is the Earth Day Festival in Kalmia Gardens. Dan reported that the Master Gardeners would have a plant sale on the same day (April 20\textsuperscript{th}) next door to Kalmia at the Joslin Center. Julie requested that Terasa put that event in the newsletter around that time.
Terasa brought up rain barrel sales. Workshops have been done in the past to make them. There has been much interest on the phone, but the numbers have not materialized for the workshops. There is a possibility of a supplier for the rain barrels, with a product that would be less labor-intensive. This product may morph into a one-day compost bin/rain barrel sale. She asked the partner’s opinion. Dan stated that a lot of people ask about compost bins at Kalmia Gardens, and so many of the products that are available are poor quality. Katie stated they were inexpensive and Dan asked if they were sturdy and built to last. Katie stated she did not know. Terasa stated she had not seen the compost bins from this supplier, but the rain barrels from them are very sturdy and look nice. The idea would be to advertise a rain barrel sale. Dan asked if they had to be pre-bought. Terasa stated yes, through pre-orders.

It was suggested to “raffle off” a rain barrel. Katie stated that the paperwork would be overwhelming for the Dollar-for-a-ticket. She suggested that the Consortium partner with either Lowes or Home Depot. Terasa stated that Forest Lake Nursery (Alligator Road), Taylor Garden Center (Second Loop) or Indigo Marsh (Farmer’s Market) might be interested in partnering.

Jerry asked about price. He felt that the price would drive the response, but that aesthetics are important. Katie suggested that the same artists who paint a storm drain paint a similar motif on the Rain Barrels or Compost Bins. Benjie suggested they could then be raffled off at the Pecan Festival to build excitement for the sale. Katie thought that would be lower risk. Jerry stated that orders could be taken at the Festival, as well. No price was set yet. Terasa will keep the Consortium informed.

Terasa asked the partners about getting volunteers involved from a grassroots standpoint to report illicit discharges. Katie showed a magnet and a business card (for the wallet) that was done with another Consortium which had phone numbers on it for different areas. The group favored the business card because of its portability. **Each partner is to get to Terasa the “hotline” number for publication on the business cards.**

Katie gave statewide updates. There is a new team member in the Sumter area, Jolie Brown. Carolina Clear is interviewing for a Water Resources Agent for the Charleston area for the co-coordinator of the Ashley-Cooper Stormwater Education Consortium.

Katie reported that more dollars have been invested into media that ever before. The “We All Live Downstream” commercial is one such investment. This commercial runs on the cable channels. Katie reported that local channels are expensive, and the Consortium can get more bang for the buck in cable rotations. She stated that the measurement of the effectiveness would come out in the telephone surveys.

Katie reported that the media approach has been diversified to include pre-roll videos (those pop-up advertising videos before you get to where you want to be on the internet), banner ads, and billboards. The billboards should be down this month. Dan stated he noticed the billboards more than any other ads. Katie reported that many people question about the billboards because on the average a person only sees it for 3 seconds. There is an arrangement with the billboard association, and they only charge Clemson for the printing of the vinyl ($1700-$2200 depending on the size), shipping and taxes. Clemson does not pay for the rest of the space. The cost-
effectiveness of this campaign is good, so there will be future efforts with this approach. The
tempo of the last commercials was good, and the message won awards internationally. There are
some alternative media approaches that are being tested. Katie stated she has thought about ads
on Facebook, which are very inexpensive. However, the click-through rate is low, compared to
the banner ads on newspaper websites. She stated she is managing the resources to capitalize on
the message.

There was a discussion about the goal of the click-through ads. Is it to raise awareness which is
accomplished just by viewing or is it to actually “click-through”? While the click through rate of
Facebook ads is low, it may be worth it just to raise awareness even if ultimately the person did
not click on the dad. Katie stated she was willing to try it.

Teresa stated there have only been 30 “likes” on the Carolina Clear Facebook page so not sure
there is much exposure for ads. Jerry inquired about websites and web searches. Katie stated
that the media team does an excellent job with that part of the media campaign. Katie stated that
Yahoo! and Google ads are more expensive than Facebook, but that those could be done as well.

Katie brought up the telephone survey. She stated that Carolina Clear/Clemson University and
their partner would survey 6 regions across the state, which is a repeat of 2009. There were 1600
residences surveyed in 2009. One of the questions asked was if the zip code was their primary
residence, so that confirmed the fact that the phone calls were to residents of the area. The
questions are being narrowed for this survey, as opposed to the 2009 survey, to give an easier
participation process so that people will complete the survey. The 2013 survey will reach out to
2400 residents in the target Consortium areas. There was some thought given as to if target areas
could be combined, but the geographical and social issues of coastal versus Pee Dee versus
Midlands, etc. made combining areas difficult.

Katie stated the partners should be working on the localized questions. Katie stated that in each
area, 90% of the area survey is what is administered across the state to give Carolina Clear a
good comparison of what is working across the board. The rest of the questions give the area
Consortiums an opportunity to get feedback or suggestions for community participation. The
questions can also discover what the interests are for the community, such as greenways and dog
parks. Partners please submit your questions to Teresa as soon as possible. Teresa will
submit them to Katie, and she will submit them to the department. The departments will
need to get back to Katie on bias and possible rewording.

Katie reported that the original 2009 survey was started in the summer, which they felt was a
mistake so it was stopped and restarted in the Fall. So the 2013 survey will have a target start
date of Fall 2013. The data crunching will take place after that, with findings probably around
late winter or early spring 2014. She stated she was very excited about the outcome because it
will be based on 5 years of education on watershed management. She stated it would give a
really good baseline and provide an opportunity to promote what Carolina Clear and the
Consortiums want to define what we want to accomplish.

In the last meeting, the partners discussed the effectiveness of the surveys. The Partners felt that
the surveys were not effective, were labor-intensive, and wondered if they were a good use of
resources. Different delivery methods were even discussed, such as email, regular mail, or website surveys, without much success as to a consensus of effectiveness. A Consortium Partner asked if these comments and the ensuing discussion from the last meeting were taken into account and if Carolina Clear still felt that these surveys were still the best way to reach out. Other concerns expressed at today’s meeting were the use of cell phones versus land lines and topics of interest, as well as whether or not the participant would think the time was worth the effort.

Katie responded to that question with her thoughts on the survey. She stated that the information from the survey was as useful as Carolina Clear and the Consortiums make it. There is great information that is collected from a statistically represented portion of the population. These statistical representations can drive programs. If Carolina Clear and the Consortiums are not using the information to tailor the programs, then we are definitely not using our resource dollars correctly. She gave an example of a survey uncovering 2% of people who poured oil down storm drains. If that 2% was 10 people responding yes, then how many people actually do that but said no. Then extrapolating that number across the full population there are a lot of people pouring oil down the storm drains. So, Katie stated that this and other types of information gotten from the survey will be very helpful in assessing the effectiveness of educational efforts on attitudes and actions in the general population. One of the questions that will provide a measure of success for each Consortium is whether or not people are aware of each Consortium. She thinks that the surveys are the tool, moving into the future that will allow the measurement of the default success from the entire media campaign and educational efforts.

Jerry asked who would be included in the list of names for the survey. Last meeting, the partners named all of the zip codes for the region: 29161, 29501, 29505, 29506, 29532 and 29541. Katie stated she will provide the zip codes from the urbanized area to the researchers. They in turn purchase a list of phone number for those zip codes that are randomly generated. These numbers also include cell phone numbers by carrier. The partners were concerned about the decline in landline (home phone) usage. It seems that most people either don’t have them or have them but don’t use them, or the message center is full. Katie shared that there has been a lot of faculty discussion about the wisdom of surveying cell phones. Typically, 60% of the respondents are women answering the land line and they are more likely to complete the survey. The responses are weighted based on the census data. However, there is not any data on telephone only or cell phone only households. So, cell phone users are not targeted, but they are included in the purchased list. This list will give us a data set and the ability to compare to 2009.

Some conversation took place about the script for the survey. Katie stated that the students will introduce themselves and state that they are calling with a survey from Clemson University, possibly helping the response rate. A Consortium Partner asked if in addition to the university name that a local reason for calling could also be mentioned. There was also some question about the fact that many times a caller from the university would be seeking money. Katie stated that because Skype is used now, that the Caller ID Tag could be defined. Katie asked for suggestions for the Caller ID Tag. Suggestions were the main phone number from the call bank, Clemson Extension and Florence or Darlington (versus Clemson University), Carolina Clear, and the Consortium. The most popular suggestion was Clemson Extension, as most felt that most all people use the Extension from time to time.
Terasa read the script. The Consortium Partners suggested that the script be cut down. Also suggested was to cut down the amount of time for the phone call. Several partners stressed cutting down the intro script and making it local, connecting it to where the people live. Partners also stressed doing a media blitz about 2 weeks before the survey and making a big deal about water quality (such as Black Creek), but not connecting it to the survey, but letting people know that a survey is coming. Katie stated that in 2009 each region received a press release about the telephone survey and the purpose of it.

Carolina Clear just completed a training tool for restaurant managers and staff that Katie will soon share with DHEC restaurant inspection staff. It is a 5-minute PowerPoint with a script. Dyana Daniels from Your Day did the read. This training tool is about proper FOG management and the Top 10 Things That Restaurants Can Do to Prevent FOG Pollution in the local waterways.

Katie reported that there are similar materials being created for auto repair shops. She stated that Carolina Clear was growing as a program. This growth is important because of what Terasa is doing here. Her ideas have been used in other places, such as the “Leaf it on the Lawn” handout. This team approach to the program’s effectiveness benefits all of the Consortiums.

Katie reiterated the H2O series. Terasa confirmed that topic was discussed at the last Consortium meeting. Katie reported that the HGIC website was the most visited of the Clemson Extension websites, and they were open to an expansion of the website to have a water-resourced themed subset of Fact Sheets. Jerry stated that this website was becoming the “Go To” website for information. They are peer-reviewed. They more modern look is attractive than the other Fact Sheets. Katie suggested that the partners could print them and hand them out to customers. These Fact Sheets will continue to grow in number and diversity of topics that affect our water resources.

Terasa emailed the checklist the morning of today’s meeting. Partners please check your email box and respond appropriately.

Terasa passed on from Geoff that his intent was to send out the Annual Report information on Friday. He was waiting on Terasa’s checklist, and then he would send the information on Friday. He couldn’t be at this meeting today because of a scheduling conflict but said there was nothing to report in the way of an update on the MS4 permit from DHEC.

The next meeting will be the third Thursday in January (the 17th) at 10:00 a.m. in Terasa’s office complex.

Annual Reports are printed. Consortium Partners picked up their copies today. Katie suggested that Consortium Partners copy out the Executive Summary with the back page, 2012 Highlights, which lists the different types of activities and the number of impacts to their respective Councils. Terasa reported that Katie created a short 6-slide PowerPoint of the Consortium accomplishments and thanks the Councils for their support and participation in contracting with Carolina Clear. Partners suggested waiting until January or February 2013 because of new
inductees on the County Councils, and provided contact names and numbers. Jerry stated that Carolina Clear could contact the Clerk for the Florence City Council at any time, as their new members are already installed. **Teresa will make contact with the respective Councils and ask for time on the agenda.**

Meeting adjourned at approximately 12:01 p.m.

Respectfully submitted,
Julie Ritz
Darlington County